

ORDER

Orders
Order / Rev: 168671
Alt Order #: 06362262
Product Desc: OBAMA 4 PRESIDENT:60
Estimate: 1958
Flight Dates: 10/04/12 - 10/10/12
Original Date / Rev: 10/03/12 / 10/03/12
Order Type: GENERAL

WDJT-TV-LP
Primary AE: Matthew Norten
Sales Office: HDC
Sales Region: NAT

Agency
Name: GMMB Greer Margolis Mitchell
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave. NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Poli/Obama for President
Demographic: A35+
Product Codes: PL Candidate
Priority: P-2
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/10/12	26	\$44,650.00	\$37,952.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	26	\$44,650.00	\$37,952.50	0.00
Totals	26	\$44,650.00	\$37,952.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	17%	\$44,650.00
Market	100%	\$262,647.06

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	1%	\$2,626.47
WCGV	0%	\$0.00
WISN	27%	\$70,914.71
WITI	31%	\$81,420.59
WMLW-	2%	\$5,252.94
WPXE	0%	\$0.00
WTMJ	22%	\$57,782.35
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WDJT	10/07/12	10/07/12	CBS Sunday Morning	CM	8a-930a -----1	1:00	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
				CBS Sunday Morning		(8:00 AM-9:30 AM)								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----1		1			\$1,500.00		0.00			
E 2	WDJT	10/07/12	10/07/12	Sun 10-1030a	CM	10a-1030a -----1	1:00	1	\$200.00	LUR	0.00	NM	1	\$200.00
				Green Bay Nation										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----1		1			\$200.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WDJT	10/04/12	10/05/12	Let's Make a Deal 9a-10a Let's Make a Deal 9a-10a	CM	858a-10a ---TF--	1:00	1	\$200.00	LUR	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	---TF--		1		\$200.00		0.00				
E 4	WDJT	10/08/12	10/10/12	Let's Make a Deal 9a-10a Let's Make a Deal 9a-10a	CM	858a-10a MTW----	1:00	1	\$200.00	LUR	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	MTW----		1		\$200.00		0.00				
E 5	WDJT	10/08/12	10/10/12	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a MTW----	1:00	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	MTW----		1		\$1,400.00		0.00				
6	WDJT	10/04/12	10/05/12	Y&R 11a-12p The Young & the Restless 11a-	CM	11a - 12p ---TF--	1:00	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	---TF--		1		\$700.00		0.00				
7	WDJT	10/08/12	10/10/12	Y&R 11a-12p The Young & the Restless 11a-	CM	11a - 12p MTW----	1:00	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	MTW----		1		\$700.00		0.00				
8	WDJT	10/04/12	10/05/12	News at Noon News at Noon	CM	12p-1230p ---TF--	1:00	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	---TF--		1		\$300.00		0.00				
E 9	WDJT	10/08/12	10/10/12	News at Noon News at Noon	CM	12p-1230p MTW----	1:00	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	MTW----		1		\$300.00		0.00				
E 10	WDJT	10/08/12	10/10/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p MTW----	1:00	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	MTW----		2		\$600.00		0.00				
E 11	WDJT	10/04/12	10/05/12	M-F 5pm News M-F 5pm News	CM	5p-530p ---TF--	1:00	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	---TF--		1		\$1,000.00		0.00				
E 12	WDJT	10/08/12	10/10/12	M-F 5pm News M-F 5pm News	CM	5p-530p MTW----	1:00	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	MTW----		1		\$1,000.00		0.00				
13	WDJT	10/04/12	10/05/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p ---TF--	1:00	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	---TF--		1		\$1,500.00		0.00				
14	WDJT	10/08/12	10/10/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p MTW----	1:00	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	MTW----		1		\$1,500.00		0.00				
15	WDJT	10/08/12	10/10/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p MTW----	1:00	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	MTW----		2		\$1,500.00		0.00				
E 16	WDJT	10/09/12	10/09/12	Tu 9p - 10p Vegas	CM	Tu 9p - 10p -1-----	1:00	1	\$2,000.00	LUR	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-1-----		1		\$2,000.00		0.00				
17	WDJT	10/04/12	10/04/12	Th 7p - 8p Big Bang/Two and Half Men	CM	Th 7p - 8p ---1---	1:00	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/04/12	10/04/12	---1---		1		\$6,000.00		0.00				

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17	WDJT	10/04/12	10/04/12	Th 7p - 8p Big Bang/Two and Half Men	CM	Th 7p - 8p ---1---	1:00	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	---1---		1		\$6,000.00		0.00				
E 18	WDJT	10/05/12	10/05/12	Fr 7p - 8p CSI: New York	CM	Fri 7p - 8p ----1--	1:00	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	----1--		1		\$2,400.00		0.00				
E 19	WDJT	10/07/12	10/07/12	Su 6p - 7p 60 Minutes	CM	6p - 7p -----1	1:00	1	\$12,000.00	P-1	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	-----1		1		\$12,000.00		0.00				
E 20	WDJT	10/08/12	10/10/12	M-F Late News M-F Late News	CM	10p-1035p MTW----	1:00	2	\$1,600.00	P-2	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	MTW----		2		\$1,600.00		0.00				
E 21	WDJT	10/08/12	10/10/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p MTW----	1:00	1	\$200.00	LUR	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	MTW----		1		\$200.00		0.00				
E 22	WDJT	10/07/12	10/07/12	NFL Early Game Regular NFL Early Game	SPRT	NFL Early Game -----1	1:00	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	-----1		1		\$4,000.00		0.00				
E 23	WDJT	10/06/12	10/06/12	SEC Afternoon Game SEC Afternoon Game	SPRT	Fri 130p-5p/Sat 11p- (2:00 PM-5:00 PM) -----1-	1:00	1	\$150.00	LUR	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	-----1-		1		\$150.00		0.00				
												Totals	26	\$44,650.00